

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**2nd QUARTER 2011  
(April 1<sup>st</sup> - June 30<sup>th</sup>)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of June 30<sup>th</sup>, 2011 included:

Q2 2011

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

**“Carolina Closeup” / “Carolina Newsmakers”  
2<sup>nd</sup> Quarter 2011  
WPLW runs this from 6a-6:30a Sundays**

Carolina Newsmakers – Q2 2011 – April/May/June

April 3<sup>rd</sup> “Interview with Mike Munger”, Director of the PPE Program (Philosophy, Politics, and Economics Program) at Duke University; and Former Chairman of the Political Science Department at Duke

Issues Covered: Education; Private and Public Universities in North Carolina; Academia; Science and Technology; Research; Intellectual Diversity; Political Parties; Libertarian Party; Federal Deficit; Federal Spending; Balancing the Federal Budget; U.S. Debt Compared to the Rest of the World; North Carolina’s Economy; NC State Primary System; NC’s Restrictive Ballot Access Laws; House Bill 32; Unaffiliated/Independent Voters; The New Republican Leadership in the North Carolina General Assembly; Redistricting; The “Tea Party” Movement; Reducing the Federal Deficit; Military Spending\*\*\*\*

Time 29:30  
3, 5, 8 10

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April 10<sup>th</sup> “Interview with Roy Cooper, Attorney General, State of North Carolina

\*\*\*\*Issues Covered: The Economy; Foreclosures; Personal Bankruptcy; Foreclosure and Debt Relief “Scams”; Consumer Protection; Consumerism; The National Association of Attorneys General; Economic Recovery; State and Federal Court Systems; Elderly/Senior Citizens Issues; Telemarketing; Western Union; State Legislature; Business; Education; Science and Technology Involvement in Solving Crime; Law Enforcement Agencies; North Carolina State Crime Lab; The SBI; Politics and Political Parties; The New Republican Majority at the State General Assembly; State Budget; State Budget Cuts and Government Services; Public Corruption\*\*\*\*

Time 29:30  
3, 5, 8, 10

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April 17<sup>th</sup> "Interview with Ran Coble, Executive Director, NC Center for Public Policy Research

\*\*\*\*Issues Covered: Poverty; Education; Community College System; High School Dropout Rate; School Funding; Employment and Unemployment; State/Federal Prison System; NC University System; Colleges and Universities; Job Creation; Job Re-Training; Income Tax Rates; State and Federal Tax Structures; Non-Profits; NC Justice Center; State Lotteries and Federal Taxes; Corporate Profits; The Economy and Economic Recovery; Internet Sales; State Taxes; NC State Revenues; Smart Start and Primary Education; Youth Issues and Crime Prevention; Job Growth; Rural/Urban Issues; Balancing the State Budget; Cuts to Early Childhood Education; State Tax Reform; More at Four Kindergarten Program\*\*\*\*

Time 29:30

2,3,5,8,10

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April 24<sup>th</sup> "Interview with Jeff Shaw", Director of Communications, NC Justice Center

\*\*\*\*Issues Covered: NC State Legislature; State Budget; State Budget Cuts; The Republican Majority in the NC General Assembly; Legislative Procedures and Processes; The Use of the Governor's Veto; State Constitutional Requirement for a Balanced Budget; Political Parties; State Government; NC Sales Taxes; Interaction Between the Executive and Legislative Branch of State Government; State Revenue Shortfall; Differences Between the State House and Senate; Mental Health Reform; Non-Profits; Effects of the Rise in Aging Population; Science and Technology; Public Universities and Community Colleges; Public Safety Agencies; State Constitution; Tuition Increases; Private Colleges and Universities; NC's Infrastructure; Minority Issues; Changes to the Demographics of NC; Nursing; The Element of Compromise in the NC General Assembly\*\*\*\*

Time 29:30

3,5,8,10

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May 1<sup>st</sup> "Interview with June Atkinson, NC Superintendent of Public Instruction

\*\*\*\*Issues Covered: Education; NC Department of Public Instruction; Public Schools; State Budget; Business and Industry; Charter Schools; State University System; State Education Budget; Science and Technology; Population Growth; College Preparatory Classes; Advanced Placement Courses; Career Placement; Smart Start; More at Four; NC Department of Health and Human Services; NC Community College System; Child Care; Health Care for Youth; Youth at Risk; Family Issues; Pre-School Education; High School Dropout Rates; Teacher Education; Research Universities;

Time 29:30

2,3,5

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May 8<sup>th</sup> "Interview with Judge Robert Orr, Former Associate Justice of the North Carolina Supreme Court, and Director and Senior Counsel for the NC Institute for Constitutional Law

\*\*\*\*Issues Covered: State Constitution; The NC General Assembly; 2012 Elections; NC Bar Association; Appointed Judges/Elected Judges; Partisan/Non-Partisan Judicial Races; The Voting Process; Voter Education; Voter ID; Voter Registration; The Collection of DNA and the Use of it in Court Cases; The Cost of Higher Education in North Carolina; The State Budget; The Use of State Trust Funds by the Governor and General Assembly; State Budget Process; The Brad Cooper Case; Evidence Juries Can Consider; Media/Communications; Public Access to Jury Trials\*\*\*\*

Time 29:30

1,3,5,10

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May 15<sup>th</sup> "Interview with Gregg Thompson, Director, North Carolina Branch of the National Federation of Independent Businesses

\*\*\*\*Issues Covered: State and Federal Governments; The Recession; Economic Recovery; Small Business Owners; Rural/Urban Issues; Agriculture and Manufacturing Sectors of the Economy in N.C.; Tourism Industry in N.C.; Consumerism; NC Retail Outlets; Business and Industry; The Economy; University System Business Schools; The World Economy; Foreign Trade; Imports/Exports; Christmas Tree Industry in North Carolina; Shipping Industry; Independent Businesses in North Carolina; State Legislature; State Budget; Lobbying; NC Geography; Transportation; General Assembly Leadership; The New Republican Majority in the General Assembly; Legislative Procedures; Civics and Governmental Issues; Regulatory Reform; Public Hearings; Tort Reform; Workers Compensation Reform; Constitutionality of the Federal Health Care Plan; Health Care Insurance\*\*\*\*

Time 29:30

2,3,4,7,8

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May 22<sup>nd</sup> "Interview with Representative David Price, U.S. Congressman from the 4<sup>th</sup> District of North Carolina

\*\*\*\*Issues Covered: U.S. Congress; Federal Government; Political Parties; Education; Colleges and Universities; North Carolina University System; Civil Rights Movement; Religion and Religious Studies; The Economy; Economic Recovery; Balanced Budget; Budget Surpluses; Foreign Policy; Israeli-Palestinian Relations; U.S.-Chinese Relations; U.S. Military Global Involvement; Middle East Talks; Muslim Sects; Public Schools and Public Education; Teacher Education; Research and Development; "Keep Teachers Teaching" Act; Funding for Public Education; NC Community College System; Pell Grants\*\*\*\*

Time 29:30

2,3,5,8,10

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May 29<sup>th</sup> "Interview with Billy Ray Hall, President, NC Rural Economic Development Center

\*\*\*\*Issues Covered: Agriculture; NC Rural Center; Education; Public Schools and Public Education; NC Geography; The Economy; Global Economy; The Economy in Rural Areas of North Carolina; Manufacturing; Urban/Rural Issues; Textile and Furniture Industries in North Carolina; Population Growth in North Carolina; Research at Universities in the University System in North Carolina; Research Triangle Park; Public Health; Health Care; Community College System in North Carolina; Coastal Areas of North Carolina; Transportation; ECU Medical School; Health Care in Rural Areas; Infrastructure and Public Service in Rural Areas; Employment/Unemployment; The North Carolina Prison System; Clean Air and Clean Water Initiatives; Providing the Internet to Rural Areas; Food Manufacturing, Truck Farming, and Gardening in North Carolina; Small Business Lending; Capital Access Program in North Carolina\*\*\*\*

Time 29:30  
2,3,5,7,8,10

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June 5<sup>th</sup> "Interview with NC State University Extension Economist, Mike Walden"

Dr. Mike Walden is a Professor in the College of Agriculture and Life Sciences Department of Agricultural and Resource Economics and he is a Specialist with the North Carolina Cooperative Extension Service.

Issues Covered: Economics and the Economy; Economic Growth; GDP Growth; Job Growth; Employment/Unemployment; Inflation; Gas/Oil Prices; Housing Market; Bankruptcies; Foreclosures; Land Owners and the Purchase of Land; Appreciation of Farm Land; U.S. Economy and the World Economy; "Piedmont" Crescent; The Recession and Economic Recovery; Urban/Rural Issues; NC Infrastructure; Education; State Corporate Taxes, Gasoline Taxes, Income Taxes; Property Taxes, and Sales Taxes; State Fees and Taxes; Alternative Fuels and Energy Sources\*\*\*\*

Time 29:30  
2,3,5,8,10

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June 12<sup>th</sup> "Interview with Jeff Orrock, Meteorologist, National Weather Service, Raleigh, N.C.

\*\*\*\*Issues Covered: Weather, Weather Forecasting, and Climatology; National Weather Service; Natural Disasters; Tornado Outbreaks in North Carolina and the U.S. this Year; Tornado Safety; Public Safety; Community Issues; Hurricanes; Flooding; Media and Communications; Wind and Hail Damage; El Nino and La Nina; Emergency Preparedness; Hurricane Preparedness; Hurricane Evacuations; Storm Surge Forecasting; National Hurricane Center\*\*\*\*

Time 29:30  
2,,7,8,

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June 19<sup>th</sup> This week, Gov. Perdue suffered a huge political defeat as her veto of the state budget was overridden by Republicans and five House Democrats who defected to the GOP's position. Jeff Shaw of the N.C. Justice Center and Francis DeLuca of the Civitas Institute join host Donna Martinez to debate the politics and the details of the spending plan, including funding for K-12 and higher education. The two also discuss tax policy enshrined in the plan. Then we turn to this week's visit from President Obama to the Triangle. Gurnal Scott of the N.C. News Network details the visit, while Rick Martinez of NewsRadio 680 WPTF, SGRToday.com, and the N.C. News Network analyzes the politics of the visit. He also reviews the seven Republican candidates who debated on CNN this week, and provides an update on John Edwards' legal troubles.

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\*\*Issues Covered: The State Budget; The General Assembly; Governor's Use of the Veto; Education; Politics and Political Parties; NCAE; Campaign Contributions; Redistricting; 2012 Elections; State Revenue, State Spending and State Taxes; Employment and Unemployment; Elementary and Early Childhood Education; Teachers and Teacher's Assistants; The State's University System and Community College System and Funding for Both; Job Creation; The Recession and Economic Recovery; President Obama's Re-Election Bid; The Environment and Energy Efficiency; North Carolina's High Unemployment Rate; The Democratic National Convention to be Held in Charlotte in 2012; The Republican Candidate's Debate This Past Week; The "Tea Party" Movement; The Libertarian Party and Philosophy; Consumerism and Consumer Advocacy\*\*\*\*

Time 30:00  
1,2,3,4,5,6,7,8,10

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June 26<sup>th</sup> "Interview with Dr. Andy Taylor", NC State University. Dr. Taylor is Chair and Professor of Political Science in the School of Public and International Affairs at NC State University.

\*\*\*\*Issues Covered: Colleges and Universities; Education and Distance Education; Telecommunications; U.S. Military; Science, Technology, and the Internet; The Conventional Classroom Experience; The Quality of Student Bodies and Faculties at Colleges and Universities; Political Science; Politics and Political Parties; The Cost of Higher Education; Advanced Placement Courses at NC High Schools; State Budget; Productivity of the New Republican Majority in the NC General Assembly; Redistricting; Amendments and Changes to the State Constitution; Governor's Use of the Veto; Deregulation in the Environment; Early Voting; Voter ID Bill; NC Geography; Academic Research on Voter ID; The Voting Process and Voter Education; Voter Fraud; Disenfranchisement; ACORN; Voter ID and Its Impact on Voter Turnout; Motor Voter Registration; The State Budget's Impact on Elementary and Secondary Education; Public Education; Governor Perdue's Approval Rating; Review of the 2008 Election in North Carolina; A Perspective on the 2012 Election in North Carolina; Riding Obama's Presidential Coattails in State Elections; Independent Voters in NC; County Level Political Party Organization; Liberal/Conservative Values; NC History; One-Term Governors and Two-Term Governors; Redistricting and the Impact of Redistricting; Population Growth and Population Shifts in North Carolina; Rural/Urban Issues; The 2<sup>nd</sup> Congressional District in North Carolina\*\*\*\*

Time 29:30  
5,10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS THAT AIRED ON WPLW**

### **Triangle Flight of Honor - 2**

Spot Title: Flight of Honor

Length: 30

Air Dates: 75 spots 4/6-4/30

Air Dates: 4 spots 5/1

### **Safe Child – 2, 8**

Spot Title: Safe Child Wake County

Length: 60

Air Dates: 48 spots 4/6 – 4/30

Air Dates: 66 spots 5/1 – 5/29

### **Feed The Need – 2, 7**

Spot Title: Feed The Need PSA

Length: 30 seconds

Air Dates: 40 spots 4/6 – 4/16

### **Art Jam For The Camp – 2, 5**

Spot Title: Art Jam PSA

Length: 30 seconds

Air Dates: 30 spots 4/6-4/15

### **SPCA Dog Walk – 2, 8**

Spot Title: SPCA Dog Walk

Length: 30 seconds

Air Dates: 50 spots 4/5 – 4/15

### **Run For The Promise – 2, 7, 8**

Spot Title: NCCH Run For The Promise

Length: 30 seconds

Air Dates: 25 spots 5/18-5/21

### **NC Wine Festival – 2, 3**

Spot Title: NC Wine Festival 2011

Length: 60

Air Dates: 50 spots 5/18 – 5/28

### **Cornucopia – 2, 7, 8**

Spot Title: Cornucopia SP/Summer 2011

Length: 30/60

Air Dates: 195 spots 5/18 – 6/30